



GUJARAT TECHNOLOGICAL UNIVERSITY
Syllabus for Bachelor of Vocation (B.Voc.), 3rd Semester
Branch: Solar & Renewable Energy
Subject Name: Entrepreneurship Development
Subject Code: 1130704

Type of course: Core

Prerequisite: NA

Rationale: Entrepreneurs have significant impact on our country's current developing economy. The social expectations towards engineering professionals are certainly emerging as job creators especially with the thrust given to "Make in India" and "Vocal for Local" campaigns. Startup India is a well-known flagship initiative of the Government of India, intended to catalyze startup culture and build a strong and inclusive ecosystem for innovation and entrepreneurship. This course focuses on the basic roles, skills and functions of entrepreneurship with special attention to startup. The course is directed to help students to enhance capabilities in the field of managing the given task as well as to understand peripheral influencing aspects for starting a new business. It will certainly help students to think in a direction to establish a small industry /start-up and develop /validate it using fundamental know how.

Teaching and Examination Scheme:

Teaching Scheme			Credits	Examination Marks				Total Marks
L	T	P		Theory Marks		Practical		
			C	ESE (E)	PA(M)	ESE (V)	PA (I)	
3	0	0	3	50	0	0	0	50

L- Lectures; T- Tutorial/Teacher Guided Student Activity; P- Practical; C- Credit; ESE- End Semester Examination; PA- Progressive Assessment

Contents:

Sr. No.	Topic	No. of Hours	Module Weightage
01	Introduction to Entrepreneurship and Start – Ups: Definition, Traits of an entrepreneur, Functions of Entrepreneurship - Job Creation, Innovation, Inspiration, Economic Development, Types of Entrepreneurship, Motivation for Entrepreneurship, Types of Business Structures, Similarities and differences between entrepreneurs and managers, 7-M Resources, Micro, Small, Medium Enterprise/ MSME - Industry Registration Process, Startup India, Standup India and SSIP Gujarat & Startup registration process	8	15%
02	Business Ideas and their implementation: Discovering ideas and visualizing the business with Activity map, Idea Generation & Product Identification. Business Plan- The Marketing Plan and Financial Plan/ Sources of Capital. Business opportunity identification and evaluation. Market research, Questionnaire design, Sampling, Market survey, Data analysis & interpretation. Marketing Mix (4Ps- product, price, and promotion place), Identifying the target market, Competition evaluation and Strategy adoption, Market Segmentation, Marketing, Advertising and Branding, Digital Marketing, B2B, E-commerce and Gem. Product Terms- PLC, Mortality Curve and New product Development Steps, Inventory, Supply Chain Management, Importance and concept of Innovation, Sources and Process, Risk	8	15%



GUJARAT TECHNOLOGICAL UNIVERSITY
Syllabus for Bachelor of Vocation (B.Voc.), 3rd Semester
Branch: Solar & Renewable Energy
Subject Name: Entrepreneurship Development
Subject Code: 1130704

	analysis and mitigation by SWOT Analysis		
03	Management Practices: Industry, Commerce and Business, Types of ownership in the organization -Definition, Characteristics, Merits & Demerits, Different Leadership Models, Functions of Management- Merits & Demerits, Planning, Company's Organization Structure, Directing, Controlling, Staffing- Recruitment and management of talent. Financial organization and management. Differences between Management and Administration	12	30%
04	Support Agencies and Incubators: State & National Level Support agencies and Current Promotional Schemes for new Enterprise. Start-up Incubation and modalities. Communication of Ideas to potential investors – Investor Pitch. Legal Issues, Contracts, Copyrights, Insurance, IPR, Licensing, Patents, Trade Secrets, Trademarks	8	20%
05	Project Proposal & Exit strategies: Project Planning, Project planning and report, Feasibility study, Project cost estimation, Breakeven point, Return on investment and Return on sales. Corporate Social Responsibilities and Economic performance, Business Ethics, Ex-Im policies, Succession and harvesting strategy, Bankruptcy and avoidance.	6	20%
Total		42	

Distribution of marks weightage for cognitive level:

Distribution of Theory Marks					
R Level	U Level	A Level	N Level	E Level	C Level
20	20	10	-	-	-

Legends: R: Remembrance; U: Understanding; A: Application, N: Analyze, E: Evaluate C: Create above Levels (Revised Bloom's Taxonomy)

Note: This specification table shall be treated as a general guideline for students and teachers. The actual distribution of marks in the question paper may vary slightly from above table.

Reference Books:

1. Developing Entrepreneurship - Pareek & CO. Learning systems Delhi.
2. Entrepreneurship & Venture - Clifford and Bombak, Joseph R. Management Momanso.
3. Planning an Industrial unit - J. N. Vyas.
4. Small Industries management - Karmakar M.B.
5. Manual for the preparation of industrial - UNIDO feasibility studies
6. Project profile for reserved - Development commissioner SSI, Items - VOL, I, II & III New Delhi.
7. Small scale industry - Ministry of Industry Govt. of India Policy & Perceptive
8. Entrepreneurship Development E. Gordon & K. Natarajan
9. Import-Export Policy for SSI - Govt. of India.



GUJARAT TECHNOLOGICAL UNIVERSITY
Syllabus for Bachelor of Vocation (B.Voc.), 3rd Semester
Branch: Solar & Renewable Energy
Subject Name: Entrepreneurship Development
Subject Code: 1130704

Course Outcome:

Sr. No.	CO statement	Marks% weightage
CO1	Understand entrepreneurship concepts and functions.	20
CO2	Analyze types of entrepreneurship and registration processes.	20
CO3	Generate business ideas and develop comprehensive plans.	25
CO4	Implement effective management practices.	20
CO5	Explore support systems and develop communication strategies.	15

E-Resources:

1. <http://www.managementstudyguide.com/>
2. <http://inventors.about.com/od/entrepreneur/>
3. <http://learnthat.com/tag/entrepreneurship/>
4. <http://www.quintcareers.com/>
5. <http://www.entrepreneur.com/>